

BUSYB WRITING PRESENTS

Children's Book Packages



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Children's Book Package: Essentials

This package is perfect for the author who is just getting their feet wet into the world of children's book publishing. It gives you all the tools you need to have your book ready to purchase on Amazon/KDP. Your package includes:

BASIC STUFF

- Author Coaching Session
- Up to 15 full-page illustrations
- Front & Back Cover Design
- Editing (up to 2,000 words)
- Print and E-book Layout/Formatting
- 1 Hardback Keepsake (not for resale)

BUSINESS/TECHNICAL STUFF

- 100% Royalties and Ownership
- 1 Library of Congress Control Number
- 1 ISBN (Paperback Only)
- 1 U.S. Copyright Filing
- Ready for Amazon/KDP Publishing (Author Acct Set-Up Included)
- BusyB Writing Social Media and Website Feature

Total investment: \$1,750

Children's Book Package: Standard

Looking to take your authorpreneurship up a notch? Enjoy the benefits of this standard package which includes additional illustration pages, a fully functional one-page website, and a video trailer to use for marketing.

Your package includes:

BASIC STUFF

- Author Coaching Session
- Up to 20 full-page illustrations
- Front & Back Cover Design
- Editing (up to 2000 words)
- Print and E-book Layout/Formatting
- 1 Hardback Keepsake of Book (not for resale)
- 1 Paperback Copy of Book

BUSINESS/TECHNICAL STUFF

- 100% Royalties and Ownership
- 2 ISBNs (Paperback and eBook or Hardback)
- 1 U.S. Copyright Filing
- 1 Library of Congress Control Number
- Ready for Amazon/KDP Publishing & BN.com (Author Acct Set-Up Included)
- BusyB Writing Social Media and Website Feature
- 1 Custom Book Trailer
- Website (Single Landing Page Only. Includes domain, 1 year of custom email address, 1 year of Squarespace hosting, and 1 year of Squarespace maintenance)

Total investment: \$2,750

Children's Book Package: Premium

You want to be a children's book author, and you want some of your marketing elements done for you. Well, this is the package for you! Enjoy additional illustration pages, a more detailed website, a non-English translation of your book, and your choice of digital or print marketing materials. Your package includes:

BASICS

- Author Coaching Session
- Up to 25 full-page illustrations
- Front & Back Cover Design
- Editing (up to 3000 words)
- Print and E-book Layout/Formatting
- 2 Hardback Copies of Book (not for resale)
- 2 Paperback Copies of Each Book
- 1 Foreign Language Translation Version of Book (Choice of Spanish, French, Filipino, or Mandarin)

TECHNICAL/BUSINESS STUFF

- 100% Royalties and Ownership
- 6 ISBNs (2 Paperback, 2 eBook, 2 hardback)
- 2 U.S. Copyright Filing
- 2 Library of Congress Control Numbers
- Ready for Amazon/KDP Publishing, BN.com, GoogleBooks, & Apple Books (Author Acct Set-Up Included)
- BusyB Writing Social Media and Website Feature
- Website (Up to 5 Page Website [about author, blog, calendar, shop, home page]. Includes domain, 1 year of custom email address, 1 year of Squarespace hosting, and 1 year of Squarespace maintenance)

Children's Book Package: Premium (continued)

YOU ALSO GET YOUR CHOICE OF EITHER DIGITAL STUFF OR PRINT STUFF

DIGITAL STUFF

- 30 Days Social Media Marketing (includes graphics, building IG and FB fan pages, and ad campaign)
- 5 Book Mock-Ups
- 1 Digital Media Kit
- 1 Book Launch Digital Flyer
- 2 Video Book Trailers
- 1 Facebook Social Media Banner

PRINTED STUFF

- 50 Promotional Bookmarks
- 50 Promotion Stickers
- 50 5x7 flyers or 50 postcards
- 1 Vendor Table Runner
- 1 Colored Table Cloth
- 1 Pop Up Banner
- 3 Author T-Shirts
- 1 Author Hat

BONUS: Book Launch Guide (includes a 1-year social media calendar)

Total investment: \$5,000

Children's Book Package: Author's Dream

Get the best that BusyB Writing has to offer. Receive the full deck of services to have every single thing needed to market in both the digital space and at trade shows, events, and in the community. On top of that, you'll enjoy additional illustration pages, an additional Non-English translation of your book, and more!

BASICS

- Author Coaching Session
- Up to 35 full-page illustrations
- Front & Back Cover Design
- Editing (up to 5,000 words)
- Print and Ebook Layout/Formatting
- 1 English Audio Book
- 1 Hardback Copy of Each Book
- 5 Paperback Copies of Each Book
- 2 Non-English Translation Versions of Book (Choice of Spanish, French, Filipino, or Mandarin)

TECHNICAL/BUSINESS STUFF

- 100% Royalties and Ownership
- 10 ISBNs (3 Paperback, 3 eBook, 3 Hardbacks, 1 audiobook)
- 3 U.S. Copyright Filing
- 3 Library of Congress Control Numbers
- Ready for Amazon/KDP Publishing, BN.com, GoogleBooks, & Apple Books (Author Acct Set-Up Included)
- BusyB Writing Social Media and Website Feature
- Website (Up to 5 Page Website [about author, blog, calendar, shop, home page]. Includes domain, 1 year of custom email address, 1 year of Squarespace hosting, and 1 year of Squarespace maintenance)

Children's Book Package: Author's Dream (Continued)

DIGITAL STUFF

- 30 Days Social Media Marketing (includes graphics, building IG and FB fan pages, and ad campaign)
- 10 Book Mock-Ups
- 1 Digital Media Kit
- 1 Book Launch Digital Flyer
- 3 Video Book Trailers
- 1 Facebook Social Media Banner

PRINTED STUFF

- 100 Promotional Bookmarks
- 100 Promotion Stickers
- 100 5x7 flyers or 100 postcards
- 1 Vendor Table Runner
- 1 Colored Table Cloth
- 1 Pop Up Banner
- 5 Author T-Shirts
- 3 Author Hats

BONUS: Book Launch Guide (includes a 1-year social media calendar)

Total investment: \$7,500

Timeline, Payments, & Revisions

Timeline

All packages carry a 12-week turnaround time. If there are excessive revisions, then there is a chance it may take longer. If there are no revisions, your project can take as little as 3-4 weeks!

Payments

There is a 30% deposit required for all packages. This is needed so your illustrator can begin working immediately. After the deposit, the remaining balance will be divided by six (6) equal payments which are payable over a 3-month or 6-month period. Please note that you will not receive all of your final, non-watermarked documents and/or materials until AFTER the final payment has been made. If you elect to pay in full, you will receive a 5% discount on ANY package.

Revisions

Each product has a different revision amount. Please use the list below to see the total number of revisions included with each product for each package.

- Illustrations: 10 revisions
- Formatting/Layout: 5 revisions
- Editing, Website, Audio Book: 3 revisions
- All Printed Stuff, Digital Flyer, Facebook Flyer, Video Book Trailer(s), Author T-Shirt, Author Hat, Media Kit: 2 revisions
- Book Mockups: 0 revisions

There is a \$25 fee per revision beyond the total number of revisions included in your package.

Publishing Process

(Pay in Full or 3-Month Plan)

Week 1-4

The first few weeks are all about planning. During this time, you will do your author session, finalizing your story (words), sketches/mockups of your characters, and create a working book cover. This book cover will be needed to begin the pre-marketing process for your book, so it's important that we get this done first. Your illustrator will begin working by Week 2. Your ISBNs will also be purchased at this time.

Weeks 5-8

These weeks will be mostly comprised of back and forth between the illustrator. During this time, you will receive the book illustrations and make note of any changes. The standard is for a 1-week turnaround per revision, which means that if we begin your book in week 2, then by week 8 you will have had time for 6 full revisions. Ideally, this is enough time to finalize your book. However, this phase may take longer if you go up to your 10 full revisions. Your website will also be created during this time (if applicable).

Weeks 9-12

Now that all your materials are completed, the final 4 weeks will be used to create your marketing materials (if applicable), get them shipped to you (if applicable), file your copyright, and get your book uploaded to your platform(s).

Note: If you pay in full, you will not have to wait the full 12 weeks for your project if you are satisfied with your book before the 8-week milestone.

Publishing Process

(6-Month Payment Plan)

Week 1-8

The first few weeks are all about planning. During this time, you will do your author session, finalizing your story (words), sketches/mockups of your characters, and a create a working book cover. This book cover will be needed to begin the pre-marketing process for your book, so it's important that we get this done first. Your illustrator will begin working by Week 2. Your ISBNs will also be purchased at this time.

Weeks 9-16

These weeks will be mostly comprised of back and forth between the illustrator. During this time, you will receive the book illustrations and make note of any changes. The standard is for a 1-week turnaround per revision, which means that if we begin your book in week 2, then by week 8 you will have had time for 6 full revisions. Ideally, this is enough time to finalize your book. However, this phase may take longer if you go up to your 10 full revisions. Your website will also be created during this time (if applicable).

Weeks 17-24

Now that all your materials are completed, the final 8 weeks will be used to create your marketing materials (if applicable), get them shipped to you (if applicable), file your copyright, and get your book uploaded to your platform(s).

FAQs

What if I want additional illustration pages?

Illustrations can be purchased at an additional \$50 per page beyond the package limit.

Can I change the items in my package?

No. You can add items for an additional fee, but you cannot remove items for a lower fee. The package prices are final.

Can I start with a lower package and upgrade my package later on?

Yes. Because of the timelines, you are able to upgrade your package within the first 8 weeks of your contract start date. After that, you must pay the a la carte price for the additional services.

How long will it take to complete?

The turnaround time is a standard 12 weeks. However, most books can be done in 8. It all depends on the number of revisions you request from the illustrator.

How much should I sell my book for?

I recommend keeping it between \$5-\$15 for paperback and \$15-\$25 for hardback if your book is less than 30 total pages. E-books should be under \$10. If you're a brand new author, just think. Would someone who DOESN'T KNOW ME want to pay x amount of money for this book? Use that mindset to justify your pricing.

What if I pay early on my 3-month or 6-month plan?

If you pay early then you will receive your materials early if you are satisfied with your final book. However, there will still be a minimum 8-week turnaround for either option.

What if I have multiple books I want to publish with you?

If you have multiple books, I'll make you a deal if you put them under the same contract. Pricing will be based on the number of books and the number of full-page illustrations you want. For example, a 3-book series of 20 pages will be an additional \$1,500 to any package to pay for your illustrations, covers, ISBNs, and copyright filing. Also, there will be an extra 8 weeks of design time per additional book. If you put them in separate contracts, it will be a flat 20% discount on any package of your choice.

A la carte pricing

Illustrations Only

1-10: \$100 per page

11-20: \$90 per page

21-30: \$80 per page

31+: \$75 per page

Book Cover

\$150 for Front, Back, Spine

Editing

\$250 (up to 5,000 words)

Ebook/Paperback Formatting and Layout

\$200

Non-English Translation:

\$300 per 2,000 words

English Audio Book:

\$750

Book Launch Guide (includes a 1-year social media calendar)

\$500

30 Days Social Media Marketing

\$1,000

Book Mock-Ups

\$50 Each

Digital Media Kit

\$300

Any Printed Stuff Item (Design Only), Facebook Banner, Digital Flyer

\$150 Each

Video Book Trailers

\$100

